LEO BURNETT U.S.A.
OFFICE MEMO

DATE: 3/20/95

TO:	Judy Wazorick	-7		Ron White	-18
	Dan Babic	-7		Jack Parker	-18
	Traci Grieme	-7		Michelle Rauscher	-18
	Yaskery Reyes	-PMCo.		Maria Hechavarria	-18
	Eric Ostern	-PMCo.		Mario Palacios	-18
				Stacy Mason	-18
				PRINT SERVICE -	**18**
cc:	Susan Fraser	-7		Denny Grant	-19
	Inga Lambert	-7		Anita Rao	-19
	Bill Harmon	-7		CC: CARL BACA - 19	
	Penny Moran	-7		ADRIANA SAUCEDO - 19	
	Mike Rolfes	-7			
	LBCo. MEDIA -	**7**		**ACCOUNT GROUP - 19**	
	Jean Feist -	4			

FROM: Brenda White - 7 BW

RE: Philip Morris U.S.A.
Consumer Magazine Additions

Please issue revised copy instructions and adjust the contract(s)/estimate(s) to show the following addition(s):

Magazine	Brand	Issue/Space	Position
S.I.	RACING* CONGRATULATORY AD ONLY IF MARLBORO TEAM WINS THE INDY 500. (Type "Racing" as brand on contract.)	6/5/95/SPREAD	• FAST CLOSE AD • POSITIONING IS CONTIGENT ON "FAST CLOSE"

2070231115

Comments: Approved per Eric Ostern
Philip Morris schedule to be revised shortly

*NOTE: MAINLINE AD IS BACKUP COPY & WILL RUN ONLY IF MARLBORO DOES NOT WIN THE INDY 500.

COST OF EITHER AD TO BE FUNDED VIA MAINLINE.

mpmmemos (3)

Source: https://www.industrydocuments.ucsf.edu/docs/njfy0004